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# **„KALAMAZOO COMES TO BERLIN“ THE 1958 BERLIN INDUSTRIAL FAIR EXHIBIT**

Report No. A-21  
Series No. 3  
November 10, 1958

**RESEARCH STAFF**

UNITED STATES INFORMATION SERVICE  
AMERICAN EMBASSY, GERMANY

UNCLASSIFIED



"Kalamazoo Comes to Berlin"  
The 1958 Berlin Industrial Fair Exhibit

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## I N T R O D U C T I O N

The Kalamazoo Exhibit at the 1958 Berlin Industrial Fair was designed to present a picture of everyday life in an average Midwestern town. The idea was not to emphasize the unusual, or outstanding achievements in the various areas of American life, but rather the typical, the normal. The exhibit, therefore, displayed the everyday activities of people in Kalamazoo in their social as well as economic setting so that a segment of American life became visible which might well be considered representative of the entire American scene.

Reactions to this type of exhibit were particularly desired since the subject matter - daily life of average Americans - is usually indicated by German audiences as the one in which they have the most interest. The degree to which this exhibit, in its execution, meets the expectations of its German viewers represents the measure of its success.

The report presents public reactions to this exhibition during its showing from September 13 to September 28, 1958. at the Berlin Industrial Fair.

The findings are based on two different samples. One sample of 400 visitors to the Marshall House was queried as they left the Kalamazoo exhibit. The other sample consisted of 400 Industrial Fair visitors, interviewed as they were about to leave the Fair Grounds. Among this group, naturally, there were visitors who had seen the Marshall House exhibit as well as those who had not.

Both samples of visitors, 18 years of age and over, were randomly selected. The procedure followed in drawing the samples was to interview approximately the same number of persons each day from the opening of the Fair to the very end. To insure randomness and to avoid any uncontrolled or biased choice by the interviewers, the third adult appearing on the half hour and the hour was interviewed.

Interviewing was conducted by DIVO, Marktforschung - Meinungsforschung - Sozialforschung, Frankfurt am Main/Bad Godesberg, a German survey organization.





## S U M M A R Y

The U.S. pavilion was found to be the most popular of the few remaining foreign pavilions at the 1958 Berlin Industrial Fair - but by a very slight margin. Among the visitors to the Marshall House, this year, there was a greater percentage of East Zone Germans than there was attending the Fair as a whole.

As for the Kalamazoo exhibit itself, while three out of ten visitors called the exhibit better than they expected, almost two out of ten said that they were disappointed; and they cited the plethora of photographs as what displeased them.

Two of the "message" sections - the one on the citizens of Kalamazoo, and the other on the ribbon-like presentation of the pleasures, problems, churches, education, etc. of Kalamazoo - were called the best liked, whereas the displays of paper products were named as the least liked. The sections on the pleasures, problems, etc. and on mechanization were called the ones which offered the most new things.

In comparing the judgments of those Kalamazoo visitors interviewed at the Marshall House and those interviewed at the Fair Exits, important differences were found. Whether or not these differences are due to the fact that the Fair Exit interviewees were approached at a time somewhat removed from the stimulus, or whether they were freed from a possible bias in being questioned about an exhibit while still in front of it, can only be resolved by a study specifically designed to settle these points.

The theme of the exhibit was clearly understood by at least two out of three visitors, and may perhaps go as high as nine out of ten.

Almost all of those one-tenths of the visitors who admitted that their ideas about the United States had changed as a result of seeing the exhibit, reported changes which are clearly favorable ones.

While the overall rating assigned to the exhibit by visitors was not outstandingly high, it is noteworthy that when selecting a description of the people portrayed in the exhibit, eight out of ten selected either "happy" or "really cultivated". These were the very goals of the presentation.



U.S. PAVILION AGAIN MOST POPULAR FOREIGN PAVILION ...

After a period of two years, the U.S. pavilion again has taken the lead in popularity over the other countries represented at the Berlin Industrial Fair. Almost two-thirds of all Fair visitors (62%) were attracted by the Kalamazoo show. While this percentage is higher than the 58 per cent recorded in 1955 (the previous record), it should be noted that with fewer foreign pavilions this year than ever before, there was a greater tendency for visitors to look in on all of the pavilions that were there.

However, the lead of the American pavilion is only a slight one; for the French and the British exhibitions appeared to be almost as popular. Well over half the Fair visitors were also visitors to the French (59%) and the British (57%) pavilions. The remaining countries' exhibits (Austria, The Netherlands, Canada) succeeded in attracting proportions of less than 50 per cent.

"At this year's Industrial Fair a number of foreign nations again have their own pavilions or special exhibitions. Which of the pavilions and special exhibitions listed on this card did you visit?" (CARD)

"Men Make Clothing, Clothes Make the Man"	"Space Unlimited"	"America Builds"	"Kalamazoo"
1955	1956	1957	1958
(500)	(1001)	(400)	(400)

Visited:

America (Marshall House)	58%	29%	42%	62%
France	49	53	38	59
England	52	59	45	57
Canada	36	38	34	38
The Netherlands	50	49	31	42
Austria	48	46	24	47
Italy	50	55	25	-
Belgium	36	39	27	-
Pavilion of the Nations	30	34	-	-
Spain	-	11	-	-
Switzerland	-	18	-	-
None visited	25	24	37	27
	434% <sup>@</sup>	455% <sup>@</sup>	303% <sup>@</sup>	332% <sup>@</sup>

@ Some respondents gave more than one answer.

MOST NON-VISITORS TO MARSHALL HOUSE JUST 'DID NOT GET AROUND TO IT' ...

Those Fair visitors who did not see the U.S. exhibit were queried as to the reasons which kept them from entering the Marshall House. The majority of them (59%) said again, as previously, that they did not get around to it. A quarter (27%) professed to have had "too little interest" in the subject matter of the exhibit, while 7 per cent each said that they had not been aware of the show or that they had been discouraged by the crowds at the Marshall House.

"Would you please tell me for what reasons you did not visit the American exhibition in the Marshall House?"

	"Man Make Clothing, Clothes Make the Man" 1955 (206)	"Space Unlimited" 1956 (713)	"America Builds" 1957 (231)	"Kalamazoo" 1958 (153)
Didn't get around to it	58%	29%	71%	59%
Wasn't aware of it	9	4	4	7
Too little interest	14	7	21	27
Too overcrowded	17	58	4	7
No opinion	2	2	*	-
	100%	100%	100%	100%

FOUR OUT OF TEN NON-VISITORS KNEW ABOUT SUBJECT MATTER OF KALAMAZOO SHOW ...

Those Fair visitors who had not been to the U.S. exhibit (but who were supposedly aware of it) were asked to describe the subject matter dealt with in the Marshall House. It turned out that 41 per cent were able to give a somewhat satisfactory description of the theme of the American exhibition. The rest (59%), however, had no clear idea of what was displayed in the U.S. pavilion.

In the summary table below can be seen the types of replies made in answer to this question as well as the classification of the people themselves according to whether they showed any knowledge of the theme of the Marshall House exhibit or not.

"Would you please tell me for what reasons you did not visit the American exhibit in the Marshall House?"

UNLESS "Wasn't aware of it":

"And could you please tell me what is being shown at the Marshall House?"

	<u>Summary Table</u>	<u>Answers</u>	<u>People</u>
<u>Satisfactory knowledge of theme:</u>			
An American City		28%	} 41%
The Way of Life of the Average American		16	
<u>Unsatisfactory knowledge of the theme:</u>			
Industry and Economy in the U.S.		5	} 59
Other Answers		2	
No Opinion		54	
		105% <sup>@</sup>	100%

\* Less than one half of one per cent.

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"And could you please tell me what is being shown at the Marshall House?" (Asked of non-visitors, aware of its existence - 36 per cent converted to 100 per cent.)

"Kalamazoo"  
1958  

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(143)

SATISFACTORY KNOWLEDGE OF THEME

An American City:

28%

"I believe an average American city is being shown."

"Well, I think, this exhibition shows an American town in the Middle West."

"Something about Kalamazoo, I remember. I don't know where this town is. I just saw a catalogue about this exhibition."

The way of life of the average American:

16

"I think it was something about life in a town; about people's way of living."

"It's an exhibition on how Americans in general live."

"This is an exhibition on the way of living of the citizens of Kalamazoo."

"I heard that they give an account of the daily life of an American family with the aid of photos and charts. They show what kind of work they do and what kind of life they lead."

UNSATISFACTORY KNOWLEDGE OF THE THEME

Industry and economy in the U.S.:

5

"This exhibition tells about industrialization in a medium-sized town."

"The exhibition at the Marshall House gives an insight into the economic situation in the United States."

"It's probably about America's industry."

Other answers:

2

"Pictures are being shown about the United States, I saw them when I looked through the window."

"They are showing a film, but I don't know what it is about."

No opinion:

54  

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105%<sup>@</sup>

@ Some respondents gave more than one answer.



GREATER PROPORTION OF EAST GERMANS VISITED MARSHALL HOUSE THAN  
ATTENDED BERLIN FAIR ...

Through travel restrictions and a number of other measures the East Zone regime has apparently succeeded in making it more difficult every year for the average East Zoner to come to West Berlin. This fact is clearly reflected in the steadily declining percentage of East Zoners among the visitors to the Berlin Fair. This trend is also manifest in the findings for this year: Only 21 per cent of all visitors to the Berlin Fair came from the East Zone or from East Berlin.

Among the visitors to the Marshall House, however, 34 per cent were from the East (including East Berlin).

	1955		1956		1957		1958	
	Fair	Marshall	Fair	Marshall	Fair	Marshall	Fair	Marshall
	Exit	House	Exit	House	Exit	House	Exit	House
	(500)	(300)	(1001)	(400)	(400)	(500)	(400)	(400)
Visitors' Residence:								
West Berlin	53%	50%	57%	57%	57%	58%	72%	62%
West Germany	3	2	4	3	11	12	7	4
East Berlin	23	27	21	18	13	11	14	14
East Germany	21 } 44	21 } 48	18 } 39	21 } 39	18 } 31	16 } 27	7 } 21	20 } 34
Foreign country	*	-	-	1	1	3	-	-
	100%	100%	100%	100%	100%	100%	100%	100%

Part II - General Appraisal

WHILE THREE OUT OF TEN VISITORS CALLED KALAMAZOO EXHIBIT BETTER THAN EXPECTED, SIZEABLE NUMBERS WERE DISAPPOINTED ...

Three-tenths (29%) of the Marshall House visitors, after having seen the exhibition, said that it had surpassed their expectations, while a third found it as expected (34%).

Visitors to the Kalamazoo exhibit were not as satisfied with what they saw as visitors to preceding Marshall House exhibits. Not only was the percentage of those saying the exhibit was "better than expected" lower this time than in the past, but the percentage replying that they were "disappointed" is higher (17% vs 9% in 1957 and but 4% in 1956).

"Did this exhibition come up to your expectations, did it exceed them, or did it disappoint you in one way or other?"

	"Space Unlimited" 1956 (400)	"America Builds" 1957 (500)	"Kalamazoo" 1958 (400)
Better than expected	51%	47%	29%
As expected	30	33	34
Disappointed	4	9	17
Did not expect anything in particular	-	-	20
No opinion	<u>15</u> 100%	<u>11</u> 100%	<u>-</u> 100%

# PLETHORA OF PICTURES CITED BY THOSE DISAPPOINTED ...

When asked why they were disappointed, the largest group among those who were disappointed complained about the number of pictures shown in the exhibition (10%). They would have preferred more actual examples. Another 4 per cent of the total sample felt that not enough details on the technical and industrial fields were presented. Only fractions of one or two per cent at the most found fault with such matters as "too little information on the American way of life", "too much emphasis on certain areas of American life", or "arrangement of the exhibition".

"Did this exhibition come up to your expectations, did it exceed them, or did it disappoint you in one way or other?"

IF "Disappointed":

"In what respect have you been disappointed?"

"Kalamazoo"  
1958  

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(400)

## Content:

I expected to see fewer pictures, more actual examples	10%
I expected more details on the technical and industrial fields	4
I expected more information on the American way of life	1
I expected a greater number of comparisons between conditions in the U.S. and other countries	1
I did not expect to find certain areas of American life overemphasized	1

## Presentation or Arrangement:

I expected the exhibit's presentation to be less dry, to be more attractive	2
I expected a clearer arrangement of the exhibition	1
Other answers	1

## No opinion/No answer:

2  

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23%<sup>@</sup>

@ Some respondents gave more than one answer.



COMMENTS IN DETAIL ...

"Did this exhibition come up to your expectations, did it exceed them, or did it disappoint you in one way or other?"

IF "Disappointed":

"In what respect have you been disappointed?"

"Kalamazoo"  
1958

CONTENT

I expected to see fewer pictures, more actual examples:

10%

"In my opinion, this exhibition displayed too many pictures - at least more than I could stand. I would suggest leaving off a number of pictures and using more models instead."

"Pictures alone do not suffice. Why didn't they display more actual examples? I was disappointed not to see more furniture, for instance, or more actual models."

"I have been disappointed because only photos were shown and no actual examples. Actual examples of nice rooms, apartments, or clothes would have been far more impressive."

"What a disappointment! This is just a photo exhibition, and I expected to see actual samples. I don't gain anything from that kind of exhibition."

"It's rather dull just to look at all these pictures."

I expected more details on the technical and industrial fields:

4

"In my opinion, this exhibition lacks variety. A worker's life, that's all you get to see. It would be far more interesting to learn about technical things. I expected some information on the optical or fine mechanical fields."

"I missed details about industrial centers, about various types of cars, etc."

"Technological details were scarcely touched upon."

I expected more information on the American way of life:

1

"I have been disappointed because I wanted to see more details about family life in the United States. I wanted to know what people over there do from morning till night; what their leisure time activities are."

"Well, yes, you got an insight into the American way of living, but not a comprehensible one. I wanted a more detailed description of family life. I wanted to know how young people dress, and what an American household looks like."

I expected a greater number of comparisons between conditions in the United States and other countries:

1

"I would have appreciated more comparable material on the life of the worker in the United States and in other countries. Why didn't they try to compare various occupational groups with each other?"

"In my opinion, the possibility of comparing various occupational groups has not been exhausted."

I did not expect to find certain areas of American life overemphasized:

1

"I have been disappointed because they showed the American way of life in too many details. That's nothing new; you can get this information from every newspaper and pictorial."

"Too much emphasis was put on working conditions in the United States."

(Cont'd on next page)

PRESENTATION OR ARRANGEMENT

I expected the exhibit's presentation to be less dry,  
to be more attractive:

2%

"I am of the opinion that not much imagination was used in setting up this exhibition.. I can judge because I work at exhibitions myself. Its presentation is without color. There is nothing to attract the visitor's attention."

"I don't think that this exhibit was very impressive to the majority of the visitors. It went into too many details that are hardly interesting to the public. People just rush through and there is nothing to hold their attention."

"They displayed too many pictures on technology, in my opinion."

I expected a clearer arrangement of the exhibition:

1

"I was disappointed because I found the arrangement quite confusing. The entrance, for instance, appeared to be packed with pictures. This did not contribute to the clearness of the exhibition."

"Photos on the revolving discs are arranged in such a way as to appear as one large picture. You hardly know whether to look at them horizontally or vertically. The overall arrangement is not clear. You need a guide to find your way."

Other answers:

1

"The entrance should have been marked off more clearly."

No opinion/No answer:

$\frac{2}{23\%}$ @

@ Some respondents gave more than one answer.

KALAMAZOO EXHIBIT RATED THE SAME AS INDUSTRIAL FAIR ...

In response to an identical query, the Marshall House visitors gave a much better rating to the Kalamazoo exhibit than the general Fair visitors did to the Industrial Fair..While 78 per cent of the Fair visitors said that they liked the Fair "well" or "very well", almost nine out of ten (88%) Marshall House visitors (interviewed at the Marshall House) said that about the Kalamazoo exhibit.

However, for the first time Marshall House visitors found among the sample of all visitors to the Berlin Fair were also asked to give their evaluation of the U.S. exhibit. Comparison of the ratings assigned to the U.S. exhibit by visitors as they left the Fair grounds with that assigned by visitors as they leave the Marshall House shows a lessened tendency on the part of the first group to select the most favorable response. Specifically, that means only 26 per cent among the Marshall House visitors interviewed at the Fair exits, as contrasted with 43 per cent of those interviewed at the Marshall House itself, said that they liked the Kalamazoo exhibit "very well". The proportion of those who liked the Marshall House "well" has remained about the same (48% vs 45%).

On the other extreme, it should be noted that whereas slightly over 1 per cent of the Marshall House interviewees admitted that they had not liked it "so well" or "not at all", among Marshall House visitors interviewed at the Fair exits 12 per cent were that negative.

Now, if answers of the Marshall House visitors (interviewed at the Fair exits) are compared with ratings assigned to the Fair itself, no practical differences can be found - 74 per cent vs 78 per cent liked the Marshall House or Fair "well" or "very well".

"What is your overall impression of the American exhibition here? Did you like it very well, well, fairly well, not so well, or not at all?"

"What is your overall impression of the Industrial Fair? Did you like the Fair very well, well, fairly well, no so well, or not at all?"

	<u>"Kalamazoo" visitors</u> <u>interviewed at</u>		<u>Industrial</u> <u>Fair</u>
	<u>Marshall</u> <u>House</u>	<u>Fair Exit</u>	
	(400)	(247)	(400)
Very well	43% } 88%	26% } 74%	30% } 78%
Well	45 }	48 }	48 }
Fairly well	11	14	14
Not so well	* ) 1	7 ) 12	6 ) 8
Not at all	1 }	5 }	2 }
No opinion	*	-	*
	<u>100%</u>	<u>100%</u>	<u>100%</u>

\* Less than one half of one per cent.

# KALAMAZOO EXHIBIT HAS SLIGHT EDGE OVER OTHER NATIONAL PAVILIONS ...

When all those Fair visitors who had seen one or more of the country pavilions (73% of all visitors) were asked which one of the national exhibits they liked best, the U.S. pavilion came out in first place, being mentioned by 21 per cent of all visitors. The pavilions of France and England were tied for second as each one was picked by 15 per cent. Much smaller proportions preferred the pavilions of Austria (8%), the Netherlands (2%) and Canada (1%).

Balanced against these ratings are the replies as to which country pavilion people liked the least. The Netherlands and French pavilions were named most often in this regard - 15 per cent and 13 per cent, respectively.

If the percentages selecting a pavilion as liked least are subtracted from the percentages nominating that same pavilion as the best one, the difference may be taken as a measure of the relative standings. When this is done the slight lead of the U.S. over the British pavilion (11 vs 9) can be seen.

"At this year's Industrial Fair a number of foreign nations again have their own pavilions or special exhibitions. Which of the pavilions and special exhibitions listed on this card did you like the best? And which of the pavilions and special exhibitions listed on this card did you like the least?" (CARD)

	Liked <u>the best</u>	Liked <u>the least</u>	<u>Difference</u>
<u>Country:</u>			
America (Marshall House)	21%	10%	+ 11
France	15	13	+ 2
England	15	6	+ 9
Canada	1	10	- 9
The Netherlands	2	15	- 13
Austria	8	4	+ 4
No opinion	<u>11</u>	<u>15</u>	
	73%	73%	



WHILE MORE VISITORS TO U.S. PAVILION THAN TO OTHERS NAMED IT AS BEST, PROPORTION MUCH LOWER THAN THAT LAST YEAR ...

Since the foregoing did not take into account the number of people visiting each pavilion, the following analysis is presented in order to shed further light on which was the most popular pavilion. It presents the proportion of visitors to each pavilion which picked that very pavilion as the best. When this is done (see table below), it is the U.S. pavilion again which turns up in the most favorable position, but by only a small margin. Just over a third (34%) of those seeing the U.S. pavilion put it ahead of all other national exhibits, as contrasted with approximately one quarter of the visitors to the English and French exhibits (27% and 25%, respectively). The Austrian pavilion is fourth with 18 per cent, followed at some distance by the Dutch (5%) and the Canadians (2%).

	<u>Total number of visitors</u>	<u>Number of visitors selecting pavilion as "the best"</u>	<u>Percentage of visitors selecting pavilion as "the best"</u>
America	247	84	34%
England	229	62	27
France	238	59	25
Austria	188	33	18
The Netherlands	168	8	5
Canada	153	3	2

While these figures confirm the earlier data, in showing that the U.S. pavilion was the most popular - by a slight margin - when juxtaposed to last year's findings they indicate that the Kalamazoo exhibit was not as well regarded as last year's.

Although the percentage calling the U.S. pavilion the best of the country exhibits is just as high this year as last (21% vs 23%) by relating the nominations as "best" to the number visiting each pavilion, it can be seen that the proportion who did so this year (34%) is considerably lower than for last year's "America Builds" (54%).

"Which of the pavilions and special exhibitions listed on this card did you like the best?" (CARD)

	<u>Liked the best</u>		<u>Percentage of visitors selecting pavilion as "the best"</u>	
	<u>1957</u>	<u>1958</u>	<u>1957</u>	<u>1958</u>
America	23%	21%	54%	34%
England	8	15	18	27
France	3	15	8	25
Austria	1	8	6	18
The Netherlands	1	2	5	5
Canada	10	1	30	2

EXHIBIT ACCEPTED AS TRUE PICTURE OF AMERICA ...

More than nine out of ten visitors (93%) to the Marshall House believe that they were shown a true replica of American conditions in the Kalamazoo exhibit. Only 6 per cent felt that it did not convey a truthful picture.

"Do you believe that this exhibition conveys a truthful picture of conditions in America, or don't you think so?"

	"Kalamazoo"
	1958
	<hr/> (400)
A truthful picture	93%
Not a truthful picture	6
No opinion	1
	<hr/> 100%

WHY MINORITY IS DISTRUSTFUL ...

Half of the incredulous 6 per cent feel that they have been confronted only with the life of wealthy people in Kalamazoo. The other half (3%) appear to be suspicious of pictures in general - because they offer themselves to propagandistic abuses - hence their distrust of the entire exhibit.

COMMENTS IN DETAIL ...

"Do you believe that this exhibition conveys a truthful picture of conditions in America, or don't you think so?"

IF "Not a truthful picture":

"In what respect do you think the picture is not truthful?"

"Kalamazoo"  
1958

This exhibition shows mostly wealthy people:

3%

"This exhibition does not give a truthful picture of conditions in America, because it is only concerned with the life of wealthy people. I am convinced that there are also poor people living in this town."

"In my opinion, the impression conveyed by this exhibition is rather distorted. You don't learn anything about the workers in this city. You almost get the impression that the population merely comprises middle-class people."

"The picture this exhibit conveys is not true. It just cannot be that the number of workers compared to that of white-collar workers is that small. If this exhibition were representative for the average population in this town, ministers, teachers, etc. could not appear in such great numbers."

(Cont'd on next page)

The photos do not give an objective account of American life, show only the good sides:

3%

"I am of the opinion that it is always possible to garble facts, and I am especially suspicious if photos are involved. They can always be arranged so as to convey a certain impression, either positive or negative."

"These pictures alone do not convince me. It seems to me that things have been arranged as to appear in a favorable light for this exhibition."

"I don't think this exhibition gave a true picture of conditions in the United States. Photos can always embellish things. They just pick out the positive aspects and leave out the negative ones. I am quite skeptical in this respect."

The exhibition presents social conditions in too favorable a light:

\*

"I cannot believe it that the data about the wage situation are true. The level of wages seems unbelievable to me."

"I don't think it can be possible for a worker with four children to own a house, particularly if his wife is not working."

6%

## ARRANGEMENT OF EXHIBIT LAUDED BY BULK OF VISITORS ...

More than nine out of ten visitors (94%) found no fault with the way in which the various objects of the exhibit were arranged in the Marshall House as against only one out of twenty (5%) who thought that the exhibit was poorly arranged.

Most of the critics (3%) referred to the lack of a connecting link between the various elements of the exhibit, while small groups (1% each) criticized the abundance of pictures and the illegibility of the captions.

"Did you find the exhibition well arranged or not?"

	"Kalamazoo"
	1958
	<hr/> (400)
Well arranged	94%
Not well arranged	5
No opinion	1
	<hr/> 100%

## COMMENTS IN DETAIL ...

"Did you find the exhibition well arranged or not?"

IF "Not well arranged":

"In what respect, do you think, was the exhibition not well arranged?"

"Kalamazoo"  
1958

There was no clear thread connecting the items of the exhibition:

3%

"It seems to me that there was no main idea behind this exhibition; no system behind its arrangement. The visitors walked back and forth without being able to discover the connecting element."

"This is a rather poor arrangement, in my opinion. There is just no connection between the various pictures."

"I regret that the exhibition does not start with the foundation of the city."

There were too many pictures, placed too closely together:

1

"In my opinion, there are too many pictures in this exhibition. The entrance seemed to be particularly crowded with them. Everything would be clearer if only the photos were placed further apart."

"The mass of pictures confused me."

The captions were badly placed, the letters too small:

1

"The little charts giving details about the length of working time necessary to purchase the various foodstuffs were badly placed and the letters were too small."

"At first it seemed impossible to see the meaning of the paper product displays because the explanations were rather badly placed and they were hardly readable because the letters were too small."

5%





The outside of the  
Marshall House



The revolving discs



The citizens of  
Kalamazoo



The "ribbon" of pictures about the pleasures,  
problems, etc.



On the right - the story of the three workers

Part III - Reactions to Details

CITIZENS OF KALAMAZOO }  
PLEASURES, PROBLEMS, ETC. } - MOST POPULAR SECTIONS ...

DISPLAY OF PAPER PRODUCTS - LIKED LEAST ...

PLEASURES, PROBLEMS, ETC. }  
MECHANIZATION } - FURNISHED MOST NEW THINGS ...

In an attempt to obtain direct reactions to the various sections of the exhibition in the Marshall House, a card containing a listing of the various sections was presented to interviewees who had been to the Marshall House. They were asked to select the one section which they

- a) liked the best
- b) liked the least
- c) felt offered the most new things.

Visitors to the Kalamazoo exhibit interviewed outside of the Marshall House named the section containing pictures of the citizens of the city as the one that they liked best (34%), while the next most popular was the "ribbon" of pictures of the pleasures, problems, churches, schools, and cultural life of the people of Kalamazoo (25%). Thus despite some criticism of the use of "too many pictures", a majority selected sections making the heaviest reliance upon photographs.

Slightly different results were obtained from those who had seen the Kalamazoo exhibit, but who were interviewed at the exits to the Fair Grounds. To them, the two most popular attractions were the guitar player (22%) and the ribbon of pictures on the pleasures and problems of the citizens of Kalamazoo (21%).

Both groups of Marshall House visitors agreed on what they liked the least - the displays of paper products (17% in both groups).



As an aid to understanding the reactions of the two groups of visitors to the Marshall House, the replies to the queries on the sections liked best and least are presented below with the addition of a third column of figures for each group. By subtracting the percentage selecting a section as liked the least from the percentage naming that same section as the one that was liked the best, the resulting Net Scores can be compared as a measure of the relative standing of the various parts of the exhibit.

"Here on this card are listed some of the main sections of the (American) exhibition. (CARD)

Which section did you like the best?

Which section did you like the least?"

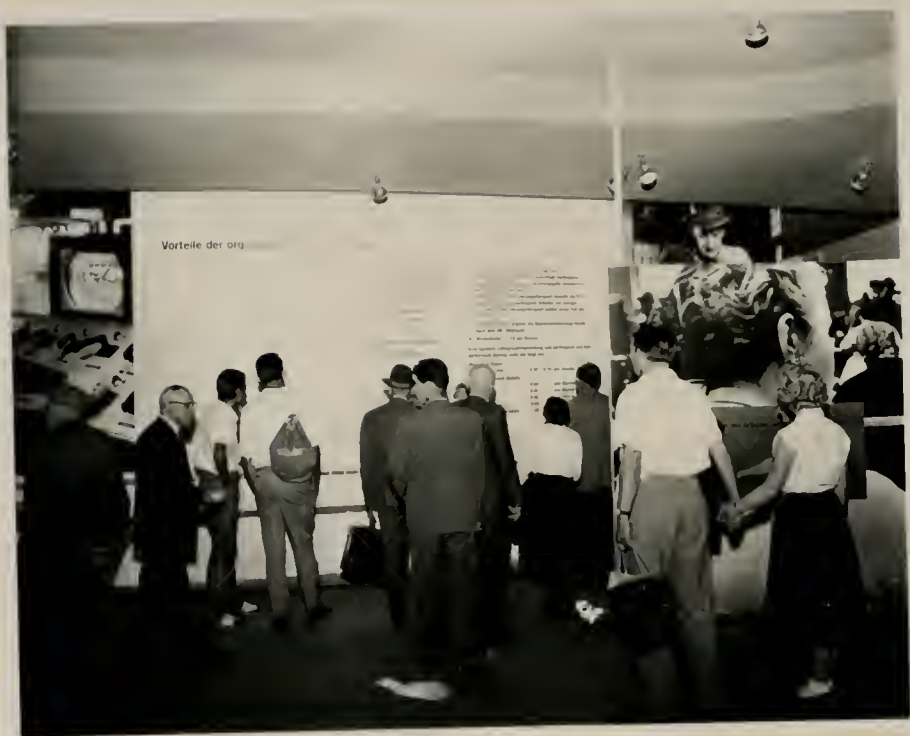
Section:	Exhibit Visitors					
	Interviewed at Marshall House (400)			Interviewed at Fair Exit (247)		
	Liked best	Liked least	NET SCORE	Liked best	Liked least	NET SCORE
On the first floor -						
A. The revolving discs giving an account of daily life in Kalamazoo	13%	11%	+ 2	12%	12%	0
B. The citizens of Kalamazoo	34	1	+ 33	15	7	+ 8
C. The ribbon of pictures about the people in Kalamazoo, their pleasures and problems, their churches, their schools and cultural life	25	4	+ 21	21	6	+ 15
D. The story of the three workers	3	1	+ 2	1	8	- 7
E. The display of various paper products	2	17	- 15	2	17	- 15
F. The presentation of mechanization in various industrial areas	11	14	- 3	8	8	0
G. Kalamazoo's industrial relationship to other cities in the USA	1	9	- 8	3	13	- 10
On the ground floor -						
H. The display of various industrial products from Kalamazoo	6	3	+ 3	12	4	+ 8
I. The guitar-player	4	6	- 2	22	5	+ 17



The "paper mill" with two displays of paper products



A display of paper products



Mechanization in industrial areas



Mechanization in industrial areas

In view of the apparent differences in ratings assigned by those Kalamazoo visitors interviewed at the exits to the Fair Grounds rather than at the Marshall House itself, attention is invited to the table below. Here, the various sections of the exhibit have been arranged in order of the NET SCORES obtained from those interviewed at the Marshall House (rather than in the previous order which was the way they were set up for the visitor to see). The differences between the NET SCORES of the visitors interviewed at the Marshall House and the NET SCORES of those interviewed at the Fair Exits reinforces what has been pointed out earlier; namely, the emergence of the guitar-player as a major factor among those who were not interviewed until they were ready to leave the Fair, along with the lessened importance of the "message" bearing parts of the exhibit (i.e. the sections on the citizens of Kalamazoo, and the "ribbon" presenting the pleasures, problems, culture, etc.)

<u>NET SCORES</u>			
	<u>Marshall House</u>	<u>Fair Exit</u>	<u>Difference</u>
<u>Sections:</u>			
B. The citizens of Kalamazoo	+ 33	+ 8	- 25
C. The ribbon of pictures about the people of Kalamazoo, their pleasures and problems, their churches, their schools and cultural life	+ 21	+ 15	- 6
H. The display of various industrial products from Kalamazoo	+ 3	+ 8	+ 5
A. The revolving discs giving an account of daily life in Kalamazoo	+ 2	0	- 2
D. The story of the three workers	+ 2	- 7	- 9
I. The guitar-player	- 2	+ 17	+ 19
F. The presentation of mechanization in various industrial areas	- 3	0	+ 3
G. Kalamazoo's industrial relationship to other cities in the USA	- 8	- 10	- 2
E. The display of various paper products	- 15	- 15	0

At least two factors must be taken into **any consideration** as to why the results for these two groups differ when reactions to the same exhibit are called for. Not only were the interviews at the Fair exits taken at a time somewhat more removed from the stimulus (the exhibit), so that many intervening influences came to bear upon the visitors, but they were, perhaps, more divorced from whatever bias there may be in asking people to give their candid opinions of an exhibit while they are still there at the pavilion. These possibilities should be followed up in future studies of this type.\*

\* They tend to support the hypotheses raised in Survey Report No. A-10, "A Study of the Effects of Time on Visitors' Reactions to the 'Space Unlimited' Exhibit", dated March 28, 1957.



## THE MOST INFORMATIVE SECTION ...

The third question which was asked about the various sections of the Kalamazoo exhibit was designed to probe a dimension other than liking - the section which was considered the most informative. While it is always desirable that the sections carrying the "message" be not only the best liked but also be recognized as the most informative, such is not always the case.

Both groups of Marshall House visitors (those interviewed at the Marshall House itself and those interviewed at the exits to the Fair Grounds) agreed on the two sections which they felt had the most new things. The "ribbon" presenting the pleasures, problems, churches, etc. of Kalamazoo was named most often (28% and 32%), while the section on mechanization, where the labor-management team was, came in second (19% and 15%).

Comparison of these results with those presented above (on the sections liked the best) does indeed show that sections which are acknowledged as most informative are not "liked" to the same extent. This is most noticeable in respect to the section on mechanization, for it was almost twice as likely to be named as being "informative" (19% and 13%) as it was named as "liked best" (11% and 8%).

"Which section offered the most new things as far as you are concerned?" (CARD)

### Exhibit visitors interviewed at

<u>Marshall House</u>	<u>Fair Exit</u>
(400)	(247)

#### Sections:

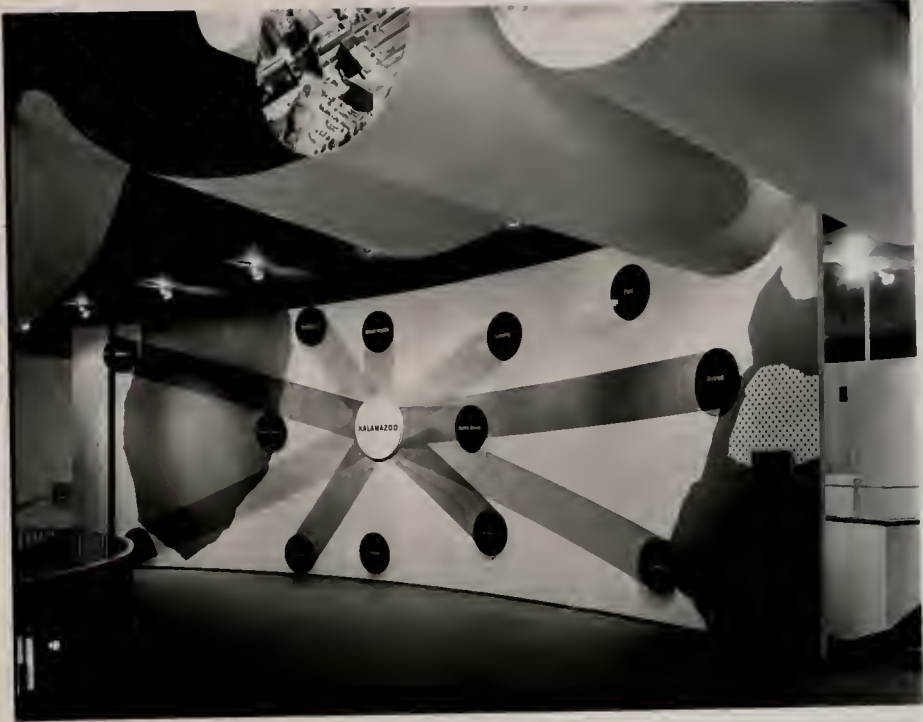
On the first floor -

A. The revolving discs giving an account of daily life in Kalamazoo	4%	10%
B. The citizens of Kalamazoo	13	9
C. The ribbon of pictures about the people in Kalamazoo, their pleasures and problems, their churches, their schools and cultural life	28	32
D. The story of the three workers	3	4
E. The display of various paper products	7	4
F. The presentation of mechanization in various industrial areas	19	13
G. Kalamazoo's industrial relationship to other cities in the USA	7	5

On the ground floor -

H. The display of various industrial products from Kalamazoo	7	10
I. The guitar-player	1	7
No opinion	11	6
	<u>100%</u>	<u>100%</u>





Kalamazoo's industrial relationship to other cities



The downstairs section of the Marshall House



Industrial products from Kalamazoo



The guitar-player

Part IV - Impact of the Exhibition

EXHIBIT'S THEME CLEARLY RECOGNIZED BY AT LEAST 2 OUT OF 3 PEOPLE ...

As a probe into visitors' understanding of the central idea of the Kalamazoo exhibit, an open query was posed, leaving it to the interviewee to verbalize his response without any "guidance" from the question.

In the first table below are the categorizations of the many responses which were made concerning the main idea of the exhibit. While the reply most often made "to show the American people and their way of life" was offered by seven out of ten (72%), it represents only one-third of all the responses made in answer to the question.

"What, do you think, was the main idea of the  
exhibition here in the Marshall House?"

Summary Table

	<u>Responses</u>
<u>Clear understanding:</u>	
It meant to show the American people and their way of life	72%
It meant to show the high living standard in the United States (general answers)	47
It meant to show the good working conditions and vocational opportunities in the United States	15
It meant to show the American worker's standard of living	14
	<u>148</u>
<u>Some understanding:</u>	
It meant to show the industrial, technical and economic situation in the United States	13
It meant to show the social achievements in the United States	12
It meant to rouse our interest in and win our understanding for the United States	8
	<u>( 33 )</u>
<u>Little or no understanding:</u>	
It meant to encourage comparison with our conditions	14
It meant to give a true picture of democracy in the United States	9
It meant to set an example for us	3
It is just a propaganda exhibition, showing the United States in too favorable a light	3
Other answers	6
No opinion/No answer	*
	<u>( 35 )</u>
	216% <sup>@</sup>

\* Less than one half of one per cent.

@ Some respondents gave more than one answer.

However, inasmuch as each respondent made, on the average, more than two answers, it is necessary to edit the replies and indicate the proportion of people who had a clear understanding of the basic theme of the exhibition, as against the proportion who failed to understand what the exhibit was trying to express.

If, in editing the responses, we classify an individual as possessing clear understanding on the basis that he made one of the four responses listed above as indicating that he had a good level of comprehension, regardless of whatever else that particular individual may have said in replying to this question, we soon see that almost every person interviewed (96%) would have to be considered as possessing a clear understanding.

It is naturally possible to adopt an even more rigorous standard. We can exclude from the "clear understanding" classification, those persons, who, although making some statements which were originally labelled as "clear understanding" also made other statements which must be classified as indicating "little or no understanding". When this is done the right of 30 per cent out of the 96 per cent to be labelled as possessing "clear understanding is called into question. The fact, however, that at least two out of three (66%) visitors to the Kalamazoo exhibit must be credited with a clear understanding of the ideas which the exhibit was trying to put over speaks well for the exhibit's achievement of its aims.

#### Summary Table

##### Respondents' Understanding of the Basic Idea

	Based on best <u>statement</u>	Based on exclusion of <u>poor statements</u>
Clear understanding	96%	66%
Some understanding	2	32
Little or no understanding	<u>2</u>	<u>2</u>
	100%	100%



"What, do you think, was the main idea of the exhibition here in the Marshall House?"

"Kalamazoo"  
1958

CLEAR UNDERSTANDING

It meant to show the American people and their way of life:

72%

"The main idea of this exhibition was to demonstrate the good human relations between people, their harmonious family life. The impression you gained through this exhibition is quite in contrast to the East Zone propaganda."

"We always were of the opinion that Americans don't have a family life in the German sense, but the exhibition proves this not to be true. The Americans have very close family ties. Every member of the family participates actively in the family life."

"They wanted to show that people in the United States engage more actively in social activities, join clubs, attend parties, etc., than people do here in Germany. We more or less want to keep to ourselves. They also demonstrate that Americans have stronger feelings of solidarity."

"The main purpose of this exhibition was to give us an idea about the American way of life, to give an insight into the life of American families."

"They wanted to show us how the individual person lives in this part of the world, to let us know about people's private lives, their hobbies, etc."

"This exhibit wanted to acquaint us with the way of living in the United States. They also wanted to illustrate the way a city functions."

"The objective behind this exhibition was to demonstrate how an average person lives in an American medium-sized town. They meant to show us that people do something worthwhile during their leisure time. They relax and have fun. They would not think of doing additional work during the time they saved after the introduction of the 40-hour-week."

It meant to show the high living standard in the United States (general answers):

47

"The idea behind this exhibition was to show the incredibly high living standard of the American people. The majority of the American population benefits substantially from this prosperity."

"This exhibition meant to give some data on what length of working time is necessary in the United States to enable people to buy things they need."

"They wanted to show that in the United States everybody shares in its prosperity."

"Above all, this exhibition meant to illustrate the high living standard in the United States. They wanted to show that people lead a better life over there than they do here in Germany and that living expenses are lower."

"The aim of this exhibit was to furnish some data on the income level in the United States in comparison to our wage situation. Americans have the highest standard of living of all countries."

"The main purpose of this exhibition was to inform us about the high standard of living in the United States. Everybody can afford a car and a house. This we will never be able to achieve even if we work hard all our lives. It is an example how well people live in a capitalist country."

(Cont'd on next page)

It meant to show the good working conditions and vocational opportunities in the United States:

15/10

"The main idea of this exhibition was to show that people are well off in America because of their excellent vocational opportunities. The unemployment rate is rather low over there."

"The main purpose of this exhibition was to enlighten people on the working conditions in America. You realize that they work under much better conditions than people do here in the GDR."

"They wanted to inform us about the close relations between employer and employees in the United States. People work under very satisfactory conditions."

"This exhibition demonstrates that workers in the United States have a much better opportunity to advance in their individual field."

It meant to show the American worker's standard of living:

14

"This exhibition meant to demonstrate how much an American worker can afford to buy after only a short period of work. It's true, he works very hard, but his living standard is higher than that in other countries."

"This exhibition is meant for the workers. They should see how well their counterparts live in the United States, and that the Americans can even afford to build their own houses. The exhibit proves, that people who immigrate to the United States will always be able to make their way."

"This exhibition wanted to show the way of living of an average worker in the United States, his surroundings, his place of work, etc."

"This exhibition wanted to furnish some information about the standard of living of the working people, to demonstrate that workers are well off in the United States, that their economic situation is far better than that of workers in other countries."

"They wanted to give us an impression of the favorable economic situation of the workers in the United States, so we will be able to draw some comparisons between our two countries."

SOME UNDERSTANDING

It meant to show the industrial, technical and economic situation in the United States:

13

"This exhibition served to acquaint us with what and how they produce in America."

"They wanted to give us an insight into industrial production, to give us new impulses for machine construction."

"This exhibition served to demonstrate how far mechanization in the United States has progressed."

"They got us acquainted with the high level of technology in America."

"They wanted to enlighten us on the economic situation over there."

(Cont'd on next page)

It meant to show the social achievements in the United States:

12%

"The main idea of this exhibition was to furnish information on the social achievements in the United States. Support is granted, for instance, in case of sickness, and a great number of old-age homes are available."-

"They meant to give us some detailed information about the social insurance system and medical aid system."

"They demonstrated how generously unemployed people are supported."

It meant to rouse our interest in and win our understanding for the United States:

8

"I think that this exhibition served to promote understanding between the two countries."

"The main purpose of this exhibition was to provide for a better understanding between the German and the American people."

"It meant to pave the way for a better understanding between the two nations. If one has no knowledge about conditions in other countries, one will not be able to judge them."

"They wanted to build a bridge between the United States and Germany."

LITTLE OR NO UNDERSTANDING

It meant to encourage comparison with our conditions:

14

"This exhibition served to encourage people to compare this typical American town with our towns on the continent."

"The main purpose of this exhibition was to show the difference between our two countries."

"This exhibition meant to give an opportunity for comparison between the situation here and in the United States."

"I don't think this exhibition wanted to set an example for the German population, but I am sure they wanted to provide an opportunity for comparison."

It meant to give a true picture of democracy in the United States:

9

"The main idea behind this exhibition was to show how democracy is practiced in the United States."

"Since we Germans are known to be no democrats, this exhibition served to acquaint us with democratic principles and the way they are applied in the United States."

"This exhibition wanted to demonstrate that America is a democratic country. Too many rules and regulations are imposed upon us, that is something you realize after having visited this exhibit. But in my opinion, it's wonderful that the American people enjoys so much freedom."

It meant to set an example for us:

3

"The main purpose of this exhibition was to show us how to achieve better living conditions."

"They wanted to point out to us aims that are worth achieving."

"The objective behind this exhibition was to show ways and means to reach prosperity."

(Cont'd on next page)



It is just a propaganda exhibition, showing the United States in too favorable a light:

3%

"They drew this favorable picture of the United States for pure propaganda reasons to make people over here realize under what miserable circumstances they must live."

"They gave a distorted picture of conditions in the United States. This exhibit merely concerns itself with middle-class people. It is not representative of the American population. Why don't they furnish some details about the life of an unskilled laborer, about people who have not learned a trade. This exhibit conveys the impression that everybody in the United States is well off, and that is not true."

Other answers:

6

"First of all, this exhibition meant to show us how people live in a capitalist state. What I have seen here is quite contrary to what they tell us in the GDR about the United States."

"This exhibition served to show what people can achieve in the United States even if they have to start from scratch."

"The idea of this exhibition was to demonstrate how well white people and Negroes get along."

No opinion/No answer:

\*  
216%<sup>@</sup>

\* Less than one half of one per cent .

@ Some respondents gave more than one answer.



ONE OUT OF TEN SAID THEIR IDEAS OF AMERICA WERE CHANGED  
BY THE EXHIBIT ...

Whereas an open-end query was asked of visitors as they left the Marshall House, a closed-end question was put to those visitors sampled at the exit of the Fair in order to ascertain the impact of the exhibit. Almost one out of ten of this group of visitors said that their ideas about the United States had changed thanks to the Kalamazoo show. Since personal prestige considerations come into play when a question like this is posed, the percentage of those admitting a change in their concept of the United States should not be depreciated. It is remarkable that almost all changes of opinion reported by these 8 per cent were in a favorable direction.

"Do you feel that your idea of America has been  
changed or influenced in any way through the  
Marshall House exhibition?"

	<u>Fair Exit</u> (247)
Yes	8%
No	89
No opinion	<u>3</u>
	100%

IF "Yes":  
"In what respect?"

Fair Exit

People are more pleasant and human relations are  
better than I thought:

2%

"I always thought the American were arrogant, but I found that this is not true. They are nice people."

"I didn't know much about the Americans. In the GDR they make people think that Americans are absolutely no good, but I found they look quite peaceful and friendly."

"After having seen this exhibition I think the Americans are ~~very nice people,~~"

"People live differently over there. I mean they have a stronger sense of belonging together."

Wages, working conditions and possibilities for advancement  
are better than I thought:

2

"I know now that it isn't true that American workers are being exploited thus enabling big shots to lead an easy life. The Americans work in order to be able to enjoy a high living standard. In this effort, they are assisted by their trade unions."

"I think it is much easier in America to be successful in one's occupation than over here. The Americans don't ask for certificates, they are only interested in a man's abilities."

"This exhibition showed that in America it is much easier to get a good position than over here."

"I think that living in Kalamazoo is much more agreeable than living over here. Possibilities for professional advancement are better there, too."

(Cont'd on next page)

Industrial development has progressed much more than I expected:

2%

"I again came to the conclusion that we can only learn from the Americans. Their industrial achievements are really great. I am full of admiration for their wonderful mechanization methods."

"Mechanization in industry has advanced much further than in Europe."

"It is a long time since I've been in America and I found that the Americans must have made considerable progress in industry."

"Their industrial plants and installations are much bigger than ours."

Other answers:

2

"This exhibition showed that the Americans must work hard, too. I never thought they would."

"One thing struck me in this exhibition: That America does not entirely consist of skyscrapers, but also has small country towns just as we do."

"They are not so different from us. I thought they were much more intelligent than we are, but now I think that if we hadn't lost the war, we'd have made just as much industrial progress."

8%

AMERICANS ARE "HAPPY" PEOPLE - MAIN IMPRESSION PUT ACROSS  
BY EXHIBIT ...

Out of five given statements concerning various possible characterizations of the people of Kalamazoo more than half of the visitors (55%) picked the one making reference to "happiness" as descriptive of their strongest impression of the people of Kalamazoo received through the exhibit. Another quarter (27%) felt that the sentence "they are really cultivated" would best describe their impression - a remarkable proportion, indeed, if one takes into consideration the European stereotype that the Americans enjoy a high level of civilization but are lacking "real culture". Only one per cent picked either of the two negative statements labelling the people of Kalamazoo as superficial or as pleasure-seekers, however, 14 per cent choose the item referring to the people depicted in the exhibit as "wealthy".

"Now considering everything this portray of the  
city of Kalamazoo conveyed - what is the strongest  
impression you gained about the people who live  
in this city?" (CARD)

	"Kalamazoo" 1958
They are superficial	*%
They are happy	55
They are wealthy	14
They are pleasure-seekers	1
They are really cultivated	27
No opinion	<u>3</u>
	100%

\* Less than one half of one per cent.

NINE OUT OF TEN WOULD RECOMMEND EXHIBIT ...

Almost half the visitors to the Marshall House (47%) declared that they saw "very great value" in having their friends also visit the Kalamazoo exhibit, and about as many (45%) would see "great value" in it. The remaining 8 per cent apparently thought so little of the exhibit that they said there would be "little" or "very little value" to their friends in seeing it.

"Would you personally see great or little value in your relatives, close friends or colleagues also visiting this exhibition? (Very great or great value?) (Little or very little value?)"

	"Kalamazoo" 1958
Very great value	47%
Great value	45
Little value	6
Very little value	2
No opinion	-
	<u>100%</u>



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